Become a fan of the Lexington Campus Library of Kentucky Libraries Digital Programs and Kentucky Virtual Library. Available online.

A new resource offering educators, students and researchers easy access to some of Kentucky's most unique resources that span history from 1750 to today. Historical Kentucky Kyleidoscope surveys are eligible for a drawing for a $25 bookstore certificate.

Please take a few moments to take the Survey during weeks 6 and 7, May 4th through 16th. You can complete the Survey online by clicking.

Questions?

New materials newsletter for Lexington Campus Library & LRC.


Rubies in the Orchard: How to uncover the hidden gems in your business.

War in the boardroom: Why left brain management and right brain marketing can no longer coexist.

Advertising father and daughter marketing experts and bestselling authors of Life's a Bitch: A Accountabilities: The nuts and bolts of how managers and advertisers think and act differently. They demonstrate how the two groups think differently: management deals in reality and show why this gulf is bad for business, customers and the economy. They extend to every facet of operation, including product versus brand, better campaigns, the author describes what successful shocking marketing is and is not.

Convergence Marketing: Combining brand and direct for unprecedented profits.

Convergent Marketing: Offering a common language, better processes, and a set of practical tools, Convergence Marketing extends to every facet of operation, including product versus brand, better campaigns, the author describes what successful shocking marketing is and is not.

In a forest of dry marketing books, Resnick's animated debut stands out as its own hidden gem, filled with juicy real life tales of marketing strategies that demonstrate how the two groups think differently: management deals in reality and show why this gulf is bad for business, customers and the economy. They extend to every facet of operation, including product versus brand, better campaigns, the author describes what successful shocking marketing is and is not.

Advertising father and daughter marketing experts and bestselling authors of Life's a Bitch: A Accountabilities: The nuts and bolts of how managers and advertisers think and act differently. They demonstrate how the two groups think differently: management deals in reality and show why this gulf is bad for business, customers and the economy. They extend to every facet of operation, including product versus brand, better campaigns, the author describes what successful shocking marketing is and is not.

War in the boardroom: Why left brain management and right brain marketing can no longer coexist.

Advertising father and daughter marketing experts and bestselling authors of Life's a Bitch: A Accountabilities: The nuts and bolts of how managers and advertisers think and act differently. They demonstrate how the two groups think differently: management deals in reality and show why this gulf is bad for business, customers and the economy. They extend to every facet of operation, including product versus brand, better campaigns, the author describes what successful shocking marketing is and is not.

In the midst of a recession, Nulman offers a way for marketers, advertisers and entrepreneurs to capture consumer attention by harnessing the power of surprise marketing. Starting with entertaining forewords by comedian John Cleese and talk show host Craig Ferguson, who both understand the necessity of shock and timing in getting laughs, Nulman proceeds to offer with astute scenes looks at various industries that have mastered this strategy, such as movies, restaurants, and airlines. Through these examples, Nulman identifies four key components of successful surprise marketing: the idea, the target, the time, and the message.

The Rieses explore the gulf between management and marketing, a gulf that has generated much lip service and little action. The authors' goal is to help managers understand what marketing is and how it can be used to profitably manage the company and its brand. But the book's central focus is on how to bridge the gulf. The authors believe that old approaches to marketing, built on the assumption that marketing is a process of creating customer needs, are outdated and ineffective. Instead, they propose a new approach to marketing that focuses on creating customer desires, a desire that can be satisfied only by a specific brand or product.

The book is organized into two sections. The first section focuses on the concept of desire and how it can be created and satisfied. The authors provide examples of how successful campaigns have used desire to drive sales and create brand loyalty. They also discuss how to create desire that is different from that of the competition. The second section focuses on the practical aspects of creating desire. The authors provide guidance on how to identify the right markets for the campaign, how to develop the right product or service, and how to market it effectively. They also discuss the importance of building a brand that is unique and memorable, and how to measure the success of the campaign.

The authors believe that desire is the key to creating a successful marketing campaign. They argue that a successful campaign creates not just need, but desire, which can be satisfied only by a specific brand or product. They believe that this approach is necessary in an increasingly cluttered marketplace where customers have many choices and are not easily swayed by traditional marketing techniques. By creating desire, companies can create a strong emotional connection with customers and build brand loyalty. The book is a valuable resource for anyone looking to create successful marketing campaigns that can drive sales and build brand loyalty.

When